

**Claims**

1. An electronic system for interaction between a specific user and a service provider, comprising:

- (a) receipt means for obtaining information from the user for establishing a user profile of said user;
- (b) control means for the service provider for providing and displaying one or more system responses to the input provided under (a);
- (c) means for initialising one or more business rules for each type of system response, said business rules specifying the match between the system response and the related user profile and also the desired outcome in terms of actions to be taken by the user;
- (d) means for selecting the most appropriate business rule for the user, based on the input given under (a);
- (e) means for observing the behaviour of the user; and
- (f) feedback means for updating the business rules based on the difference between the desired outcome and the actual behaviour by the user.

2. A system according to claim 1, wherein the user profile mentioned under (a) comprises information about said user selected from the group consisting of purchase behaviour, demographics, habits, attitudes, needs, preferences, certainty factor, psycho-graphics, linguo-graphics, diagnostics and combinations thereof.

3. A system according to claim 1, wherein the system responses mentioned under (b) are selected from the group consisting of providing information content, offering a marketing lever, asking questions, and combinations thereof.

4. A system according to claim 3, wherein the marketing lever is selected from the group consisting of a product promotion, a free sample, a free service and combinations thereof.
5. A system according to claim 1, wherein the desired outcome specified in each business rule includes one or more actions by the user selected from reading of information, taking up of promotions and answering of questions.
6. A system according to claim 1, being an computer system or a telecommunication system.
7. Method for improving interaction between a user and a service provider, wherein said method uses a system according to claim 1 and comprises the following steps:
  - (i) the user electronically provides information for establishing a user profile;
  - (ii) the system selects the business rule which is most appropriate for the user based on the information given under (a);
  - (iii) based on this business rule, the appropriate system response is provided and displayed;
  - (iv) the behaviour of the user is observed and compared with the desired behaviour specified by the business rule; and
  - (v) based on the comparison between the desired and observed behaviour by the user, the business rule is updated.
8. Method according to claim 7, wherein the observed behaviour by the user is used to update the user profile.

9. Method according to claim 7, wherein the updated business rule is analysed for gaining information on changes in user behaviour.